Synopsis on

Study of Impact of Internet and its Role in Shaping Modern Politics

In the Subject

Political Science

''बेटी बचाओ, बेटी पढ़ाओ''

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Introduction

The Technological advancements and expansions during the past two decades have brought in noteworthy revolution in our everyday lives. New Media, as we call it has already brought changes in the reaching out method adopted by organizations to reach to their target audience. The utility of new media can be realized by all of us; Facebook, Whatsapp, Instagram, Twitter, LinkedIn are the new platform wherein sociopolitical influence are much visible in the past few years. Not just social media but also telephonic recorded voice calls, normal calls and SMS campaigns have been witnessed as a new tool in the 2013 Delhi State Elections which had originally began in the _India Shining Campaign‘ by BJP in 2004 Lok Sabha Elections, Arvind Kejriwal & his Aam Aadmi Party in 2013 Delhi Assembly Elections used such campaigns and sent SMS on continuous basis to the general public of Delhi and also heavily used recorded telephonic voices to achieve an individual association with the voters. This brought a radical alteration in Indian conventional democracy. Political parties used to disseminate messages using these new media tools which are cost effective and fast. This platform provides a large number of audiences and hence the ideologies of different parties can be easily spread to the voters.

Development of Modern technology

Along with the change of time, there was also a change between printing and electronic media. Progressively the electronic medium entered the modern printing medium and it was believed that the printing medium has become as quick as the electronic medium itself. When the communication of information through the procedure of electronic media started, printing became much cleaner and safer. After this the phase of digitization started, in which whatever information was collected, it was reserved in the data bank. This information was kept in floppy and it was retrieved when required. When the computer was connected to the printer, the complete process of printing became easier, more efficient and much cleaner. The US President Bill Clinton said in February 1997 that "we stand at the beginning of a new era as information technology has taken its toll across the world. When I became president a few years ago, the top-

level physics scientist hadn't even heard of the World Wide Web." And ten years after that, our world became the world of the Internet, full of software and computers,

Social Media

Social media enables people to connect through technology for sharing and discussing information about each other and their lives, using a multimedia format of personal words, images, videos and audios, interacting liberally on Internet sites. It provides in many ways for interaction which includes blogs and micro blogs, forums and message boards, social networks, wikis, virtual worlds, social bookmarking, tagging and news writing, communities, digital storytelling and scrapbooking and data, content, image and video sharing, podcast portals It appears, all these small and big forms of platforms called social media. On these social media websites, individuals and groups form and swap content and connect in person-to-person conversations.

Democracy

Democracy refers to a Government elected of the people, by the people and for the people. In a democratic nation, citizens have the right to vote and choose their Government. The origin of the word 'democracy' is from the Greek word 'demos'. Demos means - 'the common man' and the word 'kratos' has been added to this word which means 'power'. In a democracy election is like a big festival. Under democracy, the 'most powerful collective decision-makers' are elected by the people through independent, fair and periodic elections. In this all adult people get to participate. In democracy to complete this procedure, freedoms and some fundamental rights are also provided to the citizens.

Democracy in India

India is the largest democracy in the world. After being ruled for centuries by Mughals, Mauryas, British and many other rulers, India finally became a democratic Country after independence in 1947. After this, the people of the Country, who were exploited by foreign powers for many years, finally got the right to choose their own Government through votes. Democracy in India is not only limited to providing the right to vote to its citizens but it is also working towards social and economic equality. Democracy is a system of Government which allows citizens to vote and

elect the Government of their choice. India is the second most populous Country and the seventh largest Country in the world in terms of area and the largest democracy in the world. In 1947 after independence, Indian democracy gives its citizens the right to vote of their choice irrespective of caste, colour, creed, religion and gender etc. It has five democratic principles – Sovereign, Socialist, Secular, Democracy and Democratic Republic. Parliamentary and state assembly elections are held every 5 years to elect the central and state Government for the formation of Government in Indian democracy. In a democracy, the election is a great festival. People choose the new Government through their votes in the election.

Media & Democracy

Before independence, the media became a source of information for the citizens of colonial India as they became aware of the arbitrariness of the British colonial rule. Thus with the advent of the media, India's freedom movement got a new force and millions of Indians joined the struggle against British imperialism. The role of the media in Indian democracy has undergone a massive change from press censorship during the 1975 Emergency to being influential in the 2014 Lok Sabha elections. Apart from this, news that was seen as a medium to educate people on issues of utmost importance to the society today has become a source of biased attitude. The role of media is to make the society aware of its democratic rights and to fight the three institutions of democracy. When Government institutions become corrupt and autocratic or when they turn a blind eye to the issues related to society, the media acts as the voice of millions of citizens. In today's India, the media has become a mouthpiece for various political organizations and business groups.

Statement of Problem

This research study is based on the activities of national political parties on social networking platform Facebook. Every single party and their leaders are showing superior existence on social networking sites for undeviating communication with their electorate or followers. India has lower literacy rate and it is a universal belief of public that incredibly a small number of people are well connected with social networking sites. Last few elections were profoundly fought using this stage. The premise of the Internet and the public sphere now has an everlasting place on

research programs and in intellectual inquiry; it is inflowing the conventional of political communication studies.

Significance of Study

This study has covered the different aspects of political communication along with the strategy of political communication of major national political parties i.e. BJP and INC in India. Through this research it would be scrutinized that how the political parties in India, are using the available new media resources especially Facebook and how they can supplementary make improved use of the equivalent. This research study will help in understanding the diverse characteristics of political communication. BJP and INC have ideological differences and this research will make a clear vision for further studies in understanding the same. This study will not just for understanding political strategic communication but also the impact of these communication strategies on voters by the major national political parties that what they are aimed to disseminate by the help of Facebook. Media tools are heavily used in political campaigns and in strategy of political parties to connect their supporters. Hence, this study will also throw light on the strategy of using these new media tools as a medium of communication.

Objectives of the study

- To examine the new media communication strategies by major national political parties. i.e. BJP and INC.
- To find out various types of messages posted on new media platforms.
- To examine impact of social media messages on voters.
- To examine whether or not the new media is also influencing the conventional media.
- To ascertain the democratic value of the social media messages by political parties.
- To knew the role of social media in Indian politics.
- To study the importance of social media in political campaigning.
- To study the impact of social media on voter’s behavior

Review of Literature

- **Biju P. R.** writes his book ‗Political Internet: State and Politics in the Age of Social Media' examines Indian politics in the meas of social media. This book is totally focused on Indian political perspective. In this book it is mentioned that social media is a tool to shaped any ground movement and it helps in raising any issue on national level in public interest. Internet played a vital role in forming debates as diplomatic to international relations to idea of the nation theory in India. Internet helps to raise voice against injustice happened with marginalized section of society and it played an important role in creating an environment for social justice. This book has a deep analysis about internet impact on Indian society beyond the caste, religion and gender.

- In the research journal Populist online practices: the function of the Internet in right-wing populism (2017) written by **Kramer Benjamin** it is stated that "Right wing populist have a different way to disseminate messages in their public. They focused on their ideologies and hence shaped their messages and ideas accordingly. Right wing populist messages are shaped in that manner which are directly proportional to their ideology.

- In an edited book revised by **Dr. Sunetra Sen Narayan and Dr. Shalini Narayanan (2016)** named ‗India Connected: Mapping the Impact of New Media' focused on digital literacy and its consequences in Indian perspective. One of the editors of this book Dr. Narayan aimed on digital divide which he coined with Indian caste system. He says that digital divide is a new caste system as it is formed due to same factors which was originally accompanied with caste system like income, literacy, gender issue, region and internet speed. Both the Editors exercise to find the growth of technology oriented new media in the context of Digital India. They put some answers to the problems where they discussed about how new media can be contribute to progress and societal movement in India? He also explains about regulations of new media and its accessibility to Indian perspective.

- In the book ‘Big Connect: Politics in the Age of Social Media‘ scholarly written by **Shalini Chopra (2014)** states about beginning of social media in Indian society and politics along with paradigm shift of politics and lobbying from real world to virtual world. This book also describes about the key role of digital media community in democratic Indian politics how it turns into the age of social media. The author also emphasizes that a tweet or posts cannot turn a vote in favour but it will influence that vote surely. This book has two parts where in first part deals with American Presidential election campaign through social media of Barrack Obama in year 2008 and 2012. Second part of this book is totally focused on Indian political scenario where big political actors like Narendra Modi, Rahul Gandhi and Arvind Kejriwal political campaign through social media is being thoroughly discussed.

- **Barclay, Pichandy, Venkat and Sudhakaran (2015)** considered the connection of the number of likes on the Facebook page or fan page of Indian politicians with voters in the general elections of India in year 2014. This study has been started from January 24, 2014 to May 12, 2014 and establishes that there is a constructive association amid the likes and vote share of politicians visiting Facebook pages in the last months and it is an exact means of predicting ballot share which proves that the Facebook facilitates the diffusion of political news.

- In the book ‘Content Analysis: An Introduction to its Methodology‘ authored by **Klaus Krippendroff (2018)** reveals the latest methodology for content material analysis of modern society. This book helps to understand scholars that data are a form of communication not a physical happening which can be seen, understand, interpreted, reflected and enacted as per the recipients meanings accordingly. The author helps to understand researchers to illustrate analytical ways and relate evaluative techniques which are the latest application in content analysis along with latest information on consistency and social media. Communication may be related to texts in order to social use differentiate content analysis from further pragmatic methods of examination.

Research Methodology

This research will take a descriptive qualitative approach to explore a deeper understanding of the impact of digital technology on political participation in the modern era. Researcher will interact with social media profiles pretending as if a natural collaborator, networker, follower, commenter, etc. In this research, the data used was obtained from previous research and studies that still have relevance to this research. Analytical and empirical methodology will be used. The methods and techniques of online field survey will be extensively used in this study. These data will be obtained through a desk study, making it possible to utilize existing knowledge to take a deeper look at how digital technology influences interactions between citizens and government in the context of political participation. After the research data has been collected, the data will then be processed to produce findings and a deeper understanding of the impact of digital democracy on people's political participation in the modern era

Research Questions

The study will be guided by the following research questions:

RQ1. How is AI being integrated in politics?

RQ2. What are the benefits and challenges of technology?

RQ3. What are the ethical concerns relating to technology?

RQ4. What impact will AI have on the future of politics?

Sample Size 1000

Sampling Method Random Sampling

Sampling Area All over India

Tools for Data Collection

The following tools will be used for the purpose of the study:-

1) Interview Schedule - The respondents will be made to answer the questions put to them regarding the use of Social media.

2) Secondary sources-These sources help in providing certain information which may be difficult to obtain otherwise. Besides this sources also help in supplementing the information obtained through primary sources as well as providing guidelines to the investigator.

CHAPTER SCHEME

1) Introduction

2) Review of Literature

3) Research Methodology

4) Data Analysis and Interpretation

5) Conclusion

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